B.Pharm Even Semester Examination, May, 2025

PHARMACEUTICAL SCIENCES

(8th Semester)

Course No: BP-803ET

(Pharma Marketing Management)

FM: 75

Time: 3 Hours

The figures in the right margin indicate full marks for the question

I. A. MCQ's (Answer all questions) 1x10=10

a. Desires for the specific satisfiers of the deeper needs are termed as _____

i. Demand ii. Need

iii. Marketing iv. Want

b. "Love the customer, not the product" is the concept of _____

i. Holistic marketing concept

ii. Marketing concept

iii. Product concept

iv. Production concept

c. CAGR is the measure of _____.

i. Market segmentation

ii. Product life cycle

iii. Annual growth rate of an Organization

iv. Product positioning

III. Short type questions (Answer any seven) 5x7=35

a. Discuss the marketing environment. Mention the scope of marketing. 4+1

b. What are demographics? Discuss common market segmentationin pharmacy. 1+4

c. Explain, "Pharma vision 2030- defining the growth aspirations".

d. Write a brief note on competitive analysis.

e. Discuss the steps involved in the planning and development of a new product.

f. Write a brief note on the important parts of an advertisement.

g. Highlight the responsibilities of a professional sale representative.

h. Write a note on the functions of a whole seller.

i. Write a note on the functions of a retailer.

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d. Which of the following is not the function of labeling?

i. Protect the product

ii. Identify the product

iii. Grade the product

iv. Promote the product

e. Who are the customers of a professional sale representative?

i. Doctors ii. Pharmacists

iii. Patients iv. All of the above

f. The synonym for druggist is _____

i. Whole seller ii. Retailer

iii. Stockist iv. Drugs

g. Pharmaceutical selling is classified under _____.

i. Direct selling ii. Indirect selling

iii. One stage selling iv. None

h. Which of the following falls under merchantile agents?

i. Auctioneers ii. Brokers

iii. Commission agents iv. All of the above

i. Which of the following exhibit trading activity on weekly, fortnightly or monthly basis?

i. Market traders

ii. Street traders

iii. Mail order business

iv. Cooperative stores

j. The selection of a proper channel of distribution depends on _____

i. Market factors

ii. Product factors

iii. Market intermediaries factors

iv. All of the above

I. B. Very short objective type questions (Answer all) 2x5=10

a. Write about product concept of marketing?

b. Define market segmentation. .

c. Define sandwichman.

d. Define coupon.

e. What is detailing? 1+1=2

II. Long type questions (Answer any two) 10x2=20

a. i. What is product life cycle (PLC)?

ii. Discuss various stages of PLC with various graphs.

iii. Mention the strategies to extend the PLC. 2+6+2

b. Discuss the significance of various steps involved in the selling process.

c. Discuss the various sale promotion strategies adopted for promotion of a product.